



Mission

To create a modern, metropolitan lifestyle with creativity, foresight and efficiency in China.



Goal

To be China's most influential department store chain operator with the highest return on equity.





Conviction

Serve customers with integrity, sense of responsibility and a win-win mindset;

Develop with innovative, scientific and effective measures;

Anticipate market changes with foresight, revolutionary move and flexibility;

Enhance quality with prudence, efficacy and professionalism;

Nurture talents with respect, care and trust.